

## Message Text

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ACTION COME-00

INFO OCT-01 EUR-06 ISO-00 EB-05 RSC-01 DRC-01 /014 W

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R 050631Z OCT 73

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 6096

INFO AMEMBASSY BUCHAREST

AMEMBASSY PRAGUE

AMEMBASSY VIENNA

AMCONSUL POZNAN

UNCLAS WARSAW 5190

E.O. 11652: N/A

TAGS: BEXP, PL

SUBJECT: PRINTING AND GRAPHIC ARTS TRADE MISSION TO THE  
POZNAN INTERNATIONAL CONSUMER GOODS FAIR

FOR COMMERCE: BEWT, OIC

VIENNA FOR EWTC

1. BEGIN SUMMARY: PRINTING AND GRAPHIC ARTS SPECIALIZED TRADE MISSION, OPERATING OUT OF COMMERCE-SPONSORED CATALOG SHOW IN THE "POLIGRAFIA 73" PAVILION AT POZNAN FALL FAIR, SUCCEEDED IN INTRODUCING MAJOR US PRINTING FIRMS TO POLISH MARKET FOR FIRST TIME. INITIAL CONTACTS CREATED INTEREST ON BOTH SIDES IN DEVELOPING COMMERCIAL AND INFORMATIONAL TIES BETWEEN THE US AND POLISH PRINTING INDUSTRIES. CORDIAL AND BUSINESSLIKE ATMOSPHERE OF IFIRST DAY'S MEETINGS, IN WHICH EACH MISSION MEMBER EXPLAINED HIS PRODUCTS TO LEADING FIGURES IN THE POLISH PRINTING INDUSTRY, CARRIED OVER INTO SUBSEQUENT SESSIONS INVOLVING POLISH INDUSTRY SPECIALISTS. NONE OF MISSION MEMBERS SIGNED CONTRACTS, BUT TWO PLAND TO RETURN BEFORE YEAR-END FOR FURTHER DISCUSSIONS, AND ONE FIRM AGREED TO PLACE DEMONSTRATION EQUIPMENT ON A PRESS AT CARTOGRAPHIC INSTITUTE IN WARSAW. ALL FIRMS REPRESENTED IN MISSION WERE FAVORABLY IMPRESSED WITH OPPORTUNITIES OFFERED BY

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POLISH MARKET, AND MOST HOPE TO SELL HERE. END SUMMARY.

2. DURING THEIR FIRST DAY IN POZNAN, MISSION MEMBERS HAD OPPORTUNITY TO IDENTIFY THEIR FIRMS AND EXPLAIN THEIR PRODUCTS TO FOUR KEY FIGURES IN POLISH PRINTING INDUSTRY: JAN KLUCZEK, DIRECTOR OF THE ASSOCIATION OF THE POLISH PRINTING INDUSTRY (ZJEDNOCZENIE PRZEMYSŁU POLIGRAFICZNEGO); HIS DEPUTY FOR TECHNICAL SUPPLIES, LISZEK SKORKA; JANCEK GORECKI, DIRECTOR OF RSW PRASA, POLAND'S LARGEST PRINTING ENTERPRISE; AND TADEUSZ KUROWSKI, CHIEF OF PROCUREMENT FOR MINISTRY OF CULTURE. EACH MISSION MEMBER APPEARED INDIVIDUALLY BEFORE THE POLISH REPRESENTATIVES, PRESENTING HIS PRODUCTS AND ANSWERING QUESTIONS FROM THE POLISH PRINCIPALS AND ENGINEERS WHO ACCOMPANIED THEM. FOLLOWING THIS 2 AND ONE HALF HOUR SESSION, MEETINGS WERE ARRANGED FOR SUCCEEDING DAYS BETWEEN MISSION MEMBERS AND POLISH INDUSTRY SPECIALISTS.

3. TWO MISSION FIRMS, MCCAIN AND DAHLGREN, HAD ARRANGED PRIVATELY TO PARTICIPATE IN A SYMPOSIUM SPONSORED BY POLISH ENGINEERING ASSOCIATION. THEIR PRESENTATIONS GENERATED CONSIDERABLE INTEREST AMONG ATTENDING SPECIALISTS, AND LED TO DISCUSSIONS OF BENEFIT TO TWO OTHER MISSION FIRMS, PARATONE AND DIRECT REPRODUCTION, AS WELL AS TO DAHLGREN AND MCCAIN. AS A RESULT OF THESE TALKS, DAHLGREN TENTATIVELY PLANS TO INSTALL SET OF ITS DAMPENING UNITS ON PRESS AT CARTOGRAPHIC INSTITUTE IN WARSAW. THE FIRM ALSO INVITED A SENIOR OFFICIAL OF THE ASSOCIATION OF THE POLISH PRINTING INDUSTRY TO ITS PLANT IN THE US TO VIEW EQUIPMENT IN OPERATION.

4. ATTEMPTS TO ARRANGE A PLANT TOUR IN THE POZNAN AREA FOR THE TRADE MISSION WERE UNSUCCESSFUL. OFFICIALS RESPONSIBLE FOR PLANTS IN THE REGION EXPLAINED THAT THESE FACILITIES WERE AMONG OLDEST IN POLAND AND THEY WERE EMBARRASSED TO SHOW THEM TO A FOREIGN DELEGATION. REPRESENTATIVES OF RSW PRASA AND MINISTRY OF CULTURE AGREED, HOWEVER, THAT PLANT TOURS COULD BE ARRANGED IN THE VICINITY OF WARSAW WHEN PERSONNEL FROM MISSION FIRMS OR OTHER US PRINTING FIRMS VISIT POLAND IN THE FUTURE.

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5. MISSION RECEPTION, HELD AT HOTEL MERKURY THE EVENING OF SEPT 25, WAS WELL ATTENDED BY PRINTING INDUSTRY OFFICIALS WHO CLEARLY WELCOMED THE OPPORTUNITY TO CONTINUE DISCUSSIONS BEGUN EARLIER WITH MISSION MEMBERS.

6. LINKING TRADE MISSION WITH POZNAN FAIR'S "POLIGRAFIA 73" PAVILION, WHICH WAS DEVOTED ENTIRELY TO PRINTING EQUIPMENT, PROVED AN EXCELLENT MEANS OF INTRODUCING THESE

NEW-TO-MARKET US FIRMS. THEY WERE ABLE TO MEET WITH BROAD CROSS-SECTION OF POLISH PRINTING INDUSTRY, RANGING FROM END USERS TO TOP RANKS OF ORGANIZATIONS RESPONSIBLE FOR EQUIPMENT PURCHASES. CATALOGUE SHOW (BEING REPORTED SEPARATELY BY AIRGRAM) AND BUSINESS DEVELOPMENT OFFICE PROVIDED BASE OF OPERATIONS FOR MISSION AND CONVENIENT LOCATION FOR MEETINGS.

7. THE POLES DISPLAYED DETAILED INTEREST IN US PRODUCTS. QUESTIONS THEY RAISED INDICATED A THOROUGH KNOWLEDGE OF POLISH PRINTING INDUSTRY'S NEEDS AND SUGGESTED CAREFUL STUDY OF WESTERN MARKET'S OFFERINGS. "SOLD" SIGNS ON EQUIPMENT EXHIBITED IN THE PAVILION SEEMED TO CONFIRM MINISTRY OF CULTURE'S PRE-FAIR ESTIMATE THAT EIGHTY PERCENT OF PRINTING EQUIPMENT SHOWN WOULD BE SOLD.

8. COMMENT: MAJOR WESTERN EUROPEAN PRINTING EQUIPMENT MANUFACTURERS AND THEIR AGENTS, SOME WHO HAVE BEEN WORKING THE EASTERN EUROPEAN MARKET FOR MORE THAN A DECADE, OBVIOUSLY HAVE A LONG LEAD ON US FIRMS WISHING TO SELL IN POLAND. MISSION MEMBERS WERE ENCOURAGED, HOWEVER, BY THE WARM RECEPTION THEY RECEIVED AND THE SEARCHING INTEREST EXHIBITED BY THE POLES IN US PRODUCTS. MINISTRY OF CULTURE, THE ASSOCIATION OF THE POLISH PRINTING INDUSTRY AND RSW PRASA PLAN TO REVIEW INFORMATION GATHERED DURING THE FAIR TO SELECT THOSE US COMPANIES WHOSE PRODUCTS ARE OF PRIMARY INTEREST AND TO INVITE THEM TO HOLD TECHNICAL SYMPOSIUMS IN WARSAW EARLY IN 1974. WARSAW TDTION HAS BEEN OFFERED AND ACCEPTED AS A SITE FOR THE MEETINGS. ALL MISSION MEMBERS EXPRESSED INTEREST IN PARTICIPATING IN THE SYMPOSIUMS.

9. IF HARD CURRENCY REMAINS AVAILABLE FOR THE MUCH  
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NEEDED RENOVATION OF POLAND'S PRINTING INDUSTRY, THERE APPEAR TO BE DEFINITE OPPORTUNITIES FOR SALE OF US EQUIPMENT. COMMERCE DEPARTMENT PRINTING EXPERT CHARLES COOK, WHO WAS AN EXTREMELY VALUABLE SOURCE OF INFORMATION AND ADVICE FOR MISSION MEMBERS, THE EXHIBIT DIRECTOR, AND POLISH PRINTING INDUSTRY OFFICIALS, ARE PREPARING A REPORT ON THE STATE OF THE INDUSTRY IN POLAND AND THE POSSIBILITIES FOR SALES BY US MANUFACTURERS.  
DAVIES

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## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Review Authority:** kelleyw0  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 16 NOV 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <16-Nov-2001 by chappeld>; APPROVED <30-Jan-2002 by kelleyw0>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**TAGS:** BEXP, PL  
**To:** STATE  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005